

Report Regarding the Snowmobile Tour Accident
(Follow-Up Statement)

March 1, 2026
POP Co., Ltd.
Shinji Wada, CEO



We regret to report that a tragic accident occurred during a snowmobile tour operated by our company.

We extend our heartfelt prayers for the repose of the deceased and express our deepest and most sincere condolences to the bereaved family.



1. Date and Time of the Accident

February 28, 2026 (Saturday)

At approximately 10:50 a.m.



2. Location of the Accident

Forest road near Hira River area, Hakuba Village, Kita-Azumi District, Nagano Prefecture, Japan



3. Circumstances of the Accident

On the day of the incident, the snowmobile tour was conducted with a total of nine snowmobiles, including three guides.

Prior to departure, participants were provided with operational instructions and a riding practice session. The tour then commenced.

During the tour, near an uphill curve along a forest road, the snowmobile from the front left the course while navigating the curve and rode up onto the embankment at the side of the trail. The vehicle subsequently overturned back onto the course.

As a result of the overturn, the passenger riding tandem on the snowmobile became trapped beneath the vehicle.



4. Response Following the Accident

Immediately after the accident, emergency services and our headquarters were contacted without delay. First aid measures were administered on site to the injured party.

Upon arrival of emergency responders, we coordinated fully with them, and the injured individual was promptly transported for medical care.

At present, we are working closely with the police and other relevant authorities to thoroughly

confirm the facts of the incident.



5. Future Measures

We are placing the highest priority on determining the cause of the accident and conducting comprehensive safety inspections.

Accordingly, we have decided to suspend our Snowmobile Tours and Snowshoe Tours until further notice.

In addition, we will conduct a thorough review and detailed verification of all aspects of these tour operations and safety procedures.



We sincerely and deeply apologize for the great concern and distress caused to all parties concerned and to our customers.

The above report is based on internal investigations and interviews conducted within our company and at the site. Should any new facts come to light through the ongoing investigation, we will promptly provide further updates.

February 28, 2026

POP Co., Ltd.

Shinji Wada, CEO

Statement Regarding the Accident

On February 28, 2026 (Saturday), a tragic accident occurred during a snowmobile tour operated by our company, resulting in the loss of a valued guest's life.

We extend our deepest and most heartfelt condolences to the family and loved ones of the deceased. We are profoundly saddened by this devastating incident and offer our sincerest sympathies during this immeasurably difficult time.

We also wish to express our sincere apologies to all concerned parties for the immense worry and distress this incident has caused.

The matter is currently under investigation by the police and relevant authorities, and we are cooperating fully and unreservedly with their inquiries. We are treating this incident with the utmost seriousness. Until the cause of the accident has been thoroughly determined, we have made the decision to suspend all snowmobile tour operations indefinitely.